GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:142
ANSWERED ON:27.02.2003
ADVERTISEMENT ON COSMETIC CREAMS
A.K. PREMAJAM;MINATI SEN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware about the advertisements in the Electronic/Print media promoting thesale of various cosmetic creams;

(b) if so, whether such advertisements promote superiority complex of the fair skin and also results in unequal feelings among various sections of people;

(c) if so, whether several women`s organisations have criticised the distasteful projection of women in these advertisements;

(d) if so, the response of the Government thereto; and

(e) the action taken/likely to be taken by the Government in this regard?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 142 FOR 27-2-2003.

(a) to (e): The programmes of satellite channels when transmitted/re-transmitted through the Cable Television Networks are required to adhere to the Programme and Advertising Codes prescribed under the Cable Television Networks (Regulation) Act,1995 and Rules framed thereunder.

Complaints/suggestions from members of the public and organizations are received from time to time regarding alleged violations of Programme/Advertising Codes. The Central Government has constituted two Inter-Ministerial Committees under Section 20 of the Act to look into violations of Programme/Advertising Codes.Cognizance of such violations of Programme/Advertising Codes is also taken by the officials and by the members of the Committees.

The National Human Rights Commission has forwarded a complaint fromAll India Democratic Women Association (AIDWA) regarding an advertisement of a cosmetic cream telecast on TV channels, which allegedly causes affront to a woman`s dignity, blatantly promotes preference for a son, upholds the traditional sexist notion that a woman is incapable of being a breadwinner etc. Show Cause Notices have been issued to four (4) TV channels telecasting this advertisement forviolation of provisions of the Advertising Code prescribed under the Act/Rules mentioned above.

In 13 cases, TV channels have been directed not to telecast/retelecast programmes/advertisements which were found to be in violation of the Codes. This is an ongoing process.